MASS ART
MASSACHUSETTS COLLEGE
OF ART AND DESIGN

FACTBOOK 2010/2011

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FACTBOOK 2010/2011

This report updates the most critical and frequently requested data about MassArt for fall 2010. Data includes fall enrollment, admissions, financial aid, and demographic statistics; degrees awarded in the last academic year; faculty and staff data; and summary financial data for fiscal year 2010. Fall 2010 statistics were generated at the end of the drop/add periods for undergraduate, graduate, and continuing education programs, about the last week of September. Other information can be updated on request to the Institutional Research office.

Kathleen Keenan
Associate Vice President, Planning and Institutional Research

May 2011

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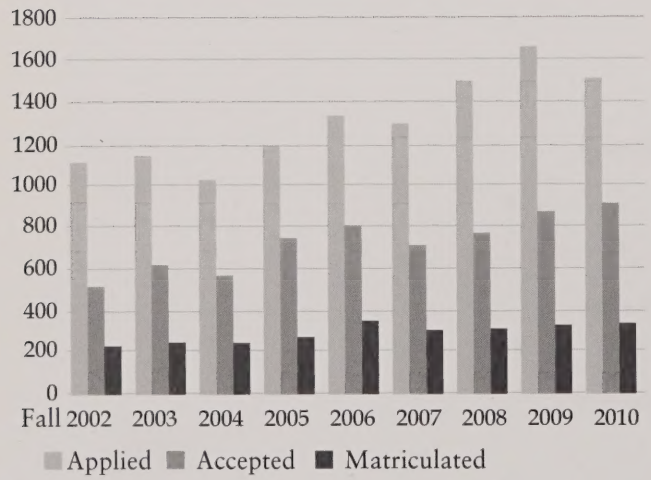
NEW STUDENTS SUMMARY

APPLICATIONS AND ACCEPTANCES

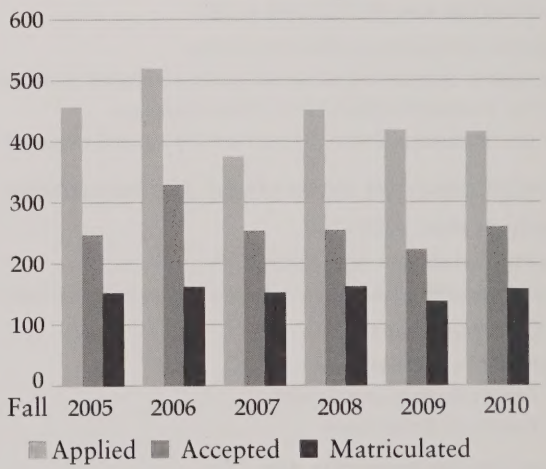
	Total	Admitted	Accept Rate	Enrolled	Yield Rate
First-time Freshmen	1543	920	60%	340	37%
Transfer Freshmen	260	165	63%	101	61%
Sophomores and Juniors	155	88	57%	53	60%
Readmits	8	8	100%	7	88%
BFA Applications	1966	1181	60%	501	42%
Master of Science in Art Education	13	6	46%	6	100%
Master of Fine Arts	262	63	24%	30	48%
Provincetown Low Residency MFA	32	16	50%	11	69%
Design Certificate	79	50	63%	37	74%
Teacher Preparation Certificate	7	3	43%	2	67%
Master of Art in Teaching	33	23	70%	16	70%
Master of Architecture	35	25	71%	9	36%
Graduate and Certificate Applications	461	186	40%	111	60%
Total Applications	2427	1367	56%	612	45%

This table includes applications for graduate programs that begin in the summer.

FIRST-TIME FRESHMEN APPLICATIONS AND ACCEPTANCES



TRANSFER APPLICATIONS AND ACCEPTANCES

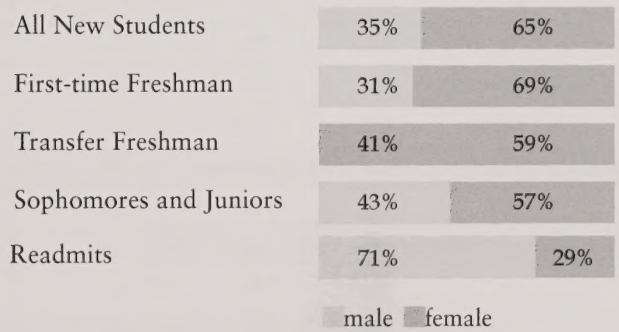


FIRST-TIME FRESHMAN PROFILE*

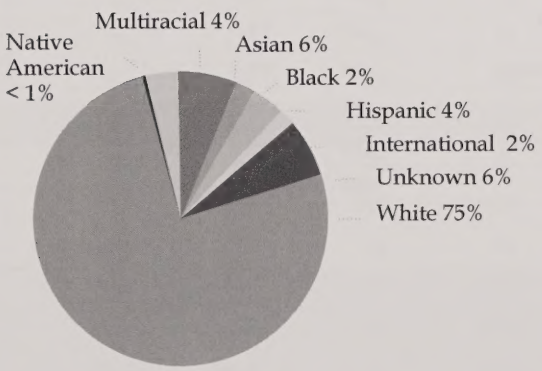
	2004	2005	2006	2007	2008	2009	2010
High School GPA	3.24	3.24	3.22	3.29	3.31	3.32	3.27
SAT Critical Reading	574	575	566	557	567	563	554
SAT Writing	-	-	-	-	-	551	541
SAT Math	536	539	536	533	539	544	526
SAT Critical Reading and Math combined	1110	1116	1102	1090	1106	1107	1082
SAT Cricial Reading, Math and Writing combined*	-	-	-	-	-	1658	1664

*The recent inclusion of the SAT Writing score increased the total possible SAT score from 1600 to 2400.

NEW STUDENTS BY GENDER



NEW STUDENTS BY ETHNICITY*



*includes First-time Freshmen, Transfers, and Readmits

ENROLLMENT SUMMARY

	BFA	Graduate *	Continuing ** Education	Total
Full-time	1645	136	4	1785
Part-time	107	51	503	661
Total Headcount	1752	187	507	2446
Full-time Equivalent	1668	164	122	1854

Full-time equivalent enrollment for undergraduate degree and Continuing Education programs is calculated by the BHE formula of total credit hours/15; graduate FTE is total credit hours/12.

Headcount is unduplicated.

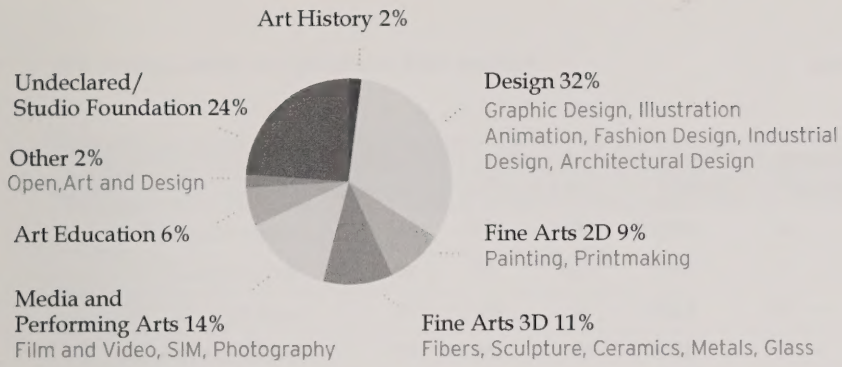
*Includes graduate degree programs and post baccalaureate certificates.

**Continuing Education includes non-degree and design certificates.

GRADUATE AND CONTINUING EDUCATION ENROLLMENT BY PROGRAM

	Headcount	Percent	FTE
Fashion Design Certificate	19	3%	6.2
Graphic Design Certificate	54	7%	16.2
Industrial Design Certificate	3	.5%	1.5
Post Baccalaureate Certificate	9	1%	8.8
Teacher Preparation Program	3	.5%	2.3
Master of Science in Art Education	17	2%	7.5
Master of Arts in Teaching	26	4%	16.3
Master of Architecture	25	4%	26.4
Master of Fine Arts	47	7%	57
Master of Fine Arts Dynamic Media Institute	25	4%	24.9
Master of Fine Arts Provincetown	32	5%	19.7
Non-degree	434	62%	100.2
Total	694	100%	287

BFA ENROLLMENT BY ACADEMIC AREA



BFA ENROLLMENT BY MAJOR 2005-2010*

	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011	% 2010/2011 BFAS	% change since 2005/2006
Undeclared/Studio Foundation	352	430	371	359	391	448	24%	+27%
Art Education	97	100	110	127	119	118	6%	+22%
Art History	18	35	42	52	42	44	2%	+145%
Art and Design	7	5	1	9	8	8	1%	+14%
Open	6	1	3	8	2	7	1%	+17%
Architectural Design	43	38	51	47	51	53	3%	+23%
Industrial Design	57	60	76	66	64	65	3%	+14%
Fashion Design	83	111	119	139	120	109	6%	+31%
Environmental Design total	183	209	246	252				
Graphic Design	125	124	134	139	140	143	8%	+14%
Illustration	114	118	144	140	146	149	8%	+31%
Animation	45	50	53	63	71	77	4%	+71%
Communication Design total	284	292	331	342				
Painting	131	134	140	147	125	136	7%	+4%
Printmaking	30	31	33	42	36	38	2%	+26%
Fine Arts 2D total	161	165	173	189	161	174	9%	8%
Ceramics	30	22	23	22	21	26	1%	-13%
Glass	30	23	25	33	24	17	1%	-43%
Fibers	17	15	14	26	29	39	2%	+129%
Metals	29	34	35	33	34	30	2%	+3%
Sculpture	82	87	78	88	90	93	5%	+13%
Fine Arts 3D total	188	181	175	202	198	205	11%	+9%
Film/Video	63	66	76	67	71	69	43%	+10%
Photography	128	111	112	129	129	123	7%	-4%
Studio for Interrelated Media	89	68	72	66	70	65	3%	-27%
Media and Performing Arts total	286	245	260	262	270			
Total Majors	1582	1663	1712	1802	1783	1857	100%	+18%
Total Headcount	1345	1465	1597	1599	1688	1752	94%	+30%

*Duplicated counts of majors; about 6% of students are double majors.
All majors in design and media and performing arts became separate departments in 2009.

ETHNICITY AND RESIDENCY FALL 2010

ETHNICITY OF STUDENTS

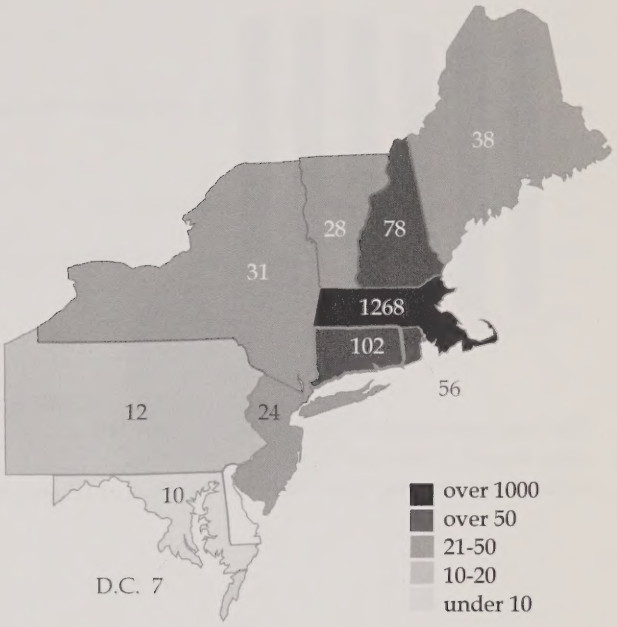
	BFA	Graduate	Continuing Education*	Total
Asian	109	8	24	141
Native American	4	1	1	6
Black	44	3	15	62
International	31	8	1	48
White	1281	132	214	1627
Hispanic	71	10	16	97
Unknown	132	22	233	379
Multiracial	80	3	3	86
Total	1752	187	507	2446

*Continuing Education includes non-degree and design certificates.
More than 45% of CE Students chose not to report their ethnicity.

BFA ENROLLMENT BY US STATE AND REGION

	New Students	%	All BFAS	%
Massachusetts	343	69%	1276	72%
Connecticut	38	8%	102	6%
Maine	10	2%	38	2%
New Hampshire	23	5%	78	4%
Rhode Island	17	3%	56	3%
Vermont	14	3%	28	2%
New England States	444	90%	1570	89%
District of Columbia	3	0%	7	0%
Maryland	3	0%	10	1%
New Jersey	11	2%	24	1%
New York	6	1%	31	2%
Pennsylvania	2	0%	12	1%
Northeastern States	469	93%	1654	94%
Southern U.S.	9	2%	29	2%
Midwest U.S.	8	2%	15	1%
Western U.S.	6	1%	15	1%
U.S. Citizens	492	98%	1713	98%
Non-resident Aliens	8	2%	31	2%
Total	501	100%	1752	100%

BFA STUDENTS FROM THE NORTHEASTERN STATES



94% of BFAS are from the Northeastern States represented in the map above.

INTERNATIONAL ENROLLMENT BY GEOGRAPHIC REGION

	BFA	All Students	%
Americas	7	9	21%
Eastern Europe	1	2	11%
Western Europe	2	2	7%
Africa	1	1	2%
Asia	19	23	57%
Middle East	1	1	2%
Total	31	38	100%

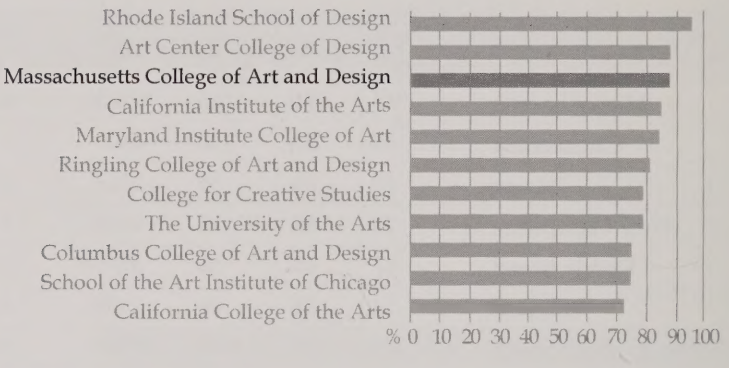
Fall 2009 International students came to MassArt from 24 countries.
The top three home countries of MassArt International Students are Japan, Korea and China.

GRADUATION AND RETENTION RATES AND COMPARISIONS TO AICAD PEERS

MASSART FRESHMAN TO SOPHOMORE RETENTION RATES

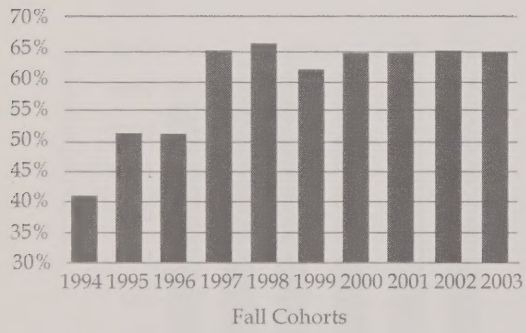
The freshman retention rate in fall 2010 for fall 2009 MassArt first-time freshmen was 87%, maintaining the rate achieved in fall 2009.

FIRST-TIME FRESHMEN RETENTION RATES FALL 2009 FOR FALL 2008 FIRST-TIME FRESHMEN

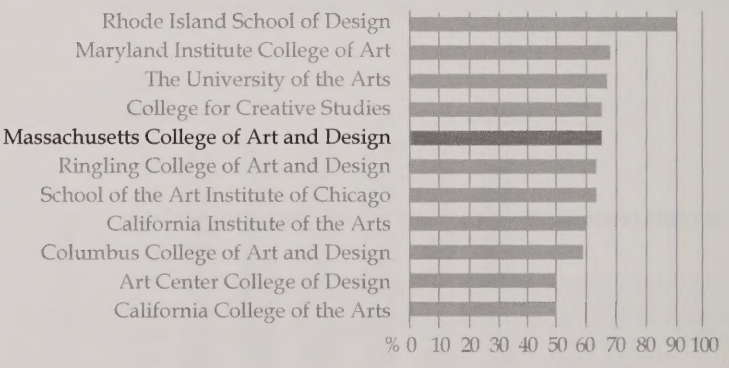

Rhode Island School of Design
Art Center College of Design
Massachusetts College of Art and Design
California Institute of the Arts
Maryland Institute College of Art
Ringling College of Art and Design
College for Creative Studies
The University of the Arts
Columbus College of Art and Design
School of the Art Institute of Chicago
California College of the Arts
% 0 10 20 30 40 50 60 70 80 90 100

MassArt's goal is to meet or exceed the median freshmen retention rate of our AICAD peers. We have achieved this benchmark for the past several years and improved our performance in the last two.

MASSART SIX-YEAR GRADUATION RATES FIRST-TIME FRESHMEN COHORTS



SIX YEAR GRADUATION RATES FALL 2003 FIRST-TIME FRESHMEN


Rhode Island School of Design
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California Institute of the Arts
Columbus College of Art and Design
Art Center College of Design
California College of the Arts
% 0 10 20 30 40 50 60 70 80 90 100

MassArt's six-year graduation rates improved steadily for several years, and have been above 60% for the past seven years. 65% of the fall 2003 freshman cohort had graduated by September 2009.

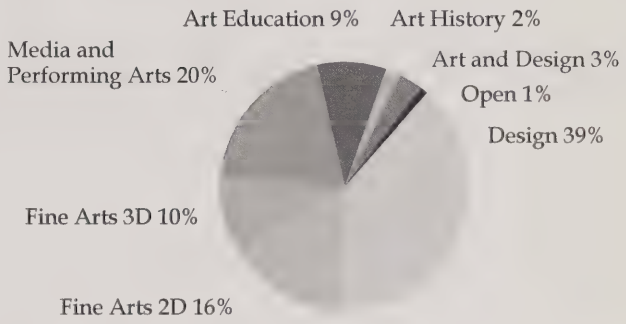
DEGREES, GRADUATE SATISFACTION, AND EMPLOYMENT

DEGREES BY MAJOR 2009-2010

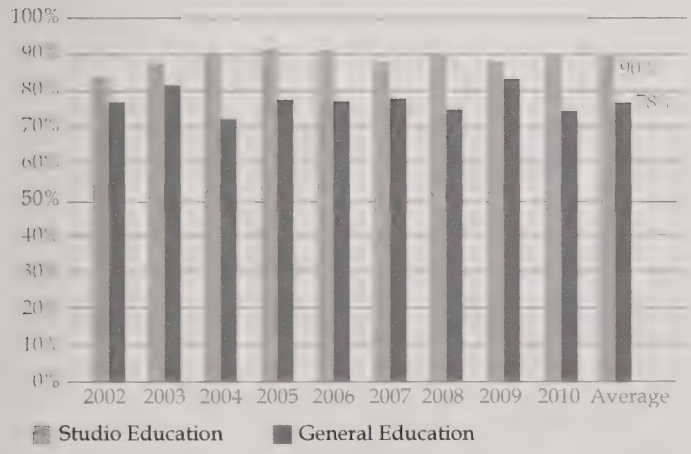
	BFA	MFA/ MSAE	Certifi-cates	Total
Architectural Design	14			14
Industrial Design	15		2	17
Fashion Design	32		8	40
Graphic Design	36	7	9	52
Animation	20			20
Illustration	35			35
Painting	41	17		58
Printmaking	13			13
Ceramics	5			4
Glass	5			5
Fibers	7			7
Metals	8			8
Sculpture	18	2		20
Film/Video	19	1		20
Photography	42	6		48
SIM	18	4		22
Art Education	23	12	5	40
Art History	20			10
Art and Design	13			13
Open	4			4
Total	388*	49	24	461

*This is a duplicated count. 28 double majors are included in this total and in the accompanying chart.

DEGREES BY ACADEMIC AREA 2009-2010



PERCENTAGE OF BFA GRADUATES SATISFIED/HIGHLY SATISFIED WITH THEIR EDUCATION*



*Because response rates to the graduate survey can vary between 27% and 40%, annual results are less reliable than averages.

MassArt's annual survey, administered to graduates six months after graduation, shows that a large majority of respondents express high levels of satisfaction with both professional and general education. Although the response rate in 2009 is lower than in previous years (27%) results show percentages of student satisfaction similar to 2008.

The survey of 2010 graduates is not yet complete; as of this date, 40% of BFA recipients have responded. Over 80% of respondents report that they are employed full or part time, 58% in jobs related to their program of study. Those employed full time reported a median salary of $30,000.

BFA graduates consistently report high levels of satisfaction with both studio and general education received at MassArt on the annual graduate survey.

FACULTY AND STAFF FALL 2010

EMPLOYEES BY JOB CATEGORY

	Full-time	Part-time	Total
Faculty*	100	224	324
Executive/Administrative	61	2	63
Other Professionals	61	14	75
Technical/Paraprofessional	2	1	3
Clerical/Secretarial	32	0	32
Skilled Craft	21	0	21
Service Maintenance	44	1	45
Total	321	242	563

*includes faculty in all programs

BFA FACULTY BY RANK AND GENDER

	Male	Female	Total
Full Professor	27	30	57
Associate Professor	10	11	21
Assistant Professor	16	6	22
Total Full-time	53	47	100
Permanent Part-time	5	8	13
Day Adjunct	76	59	135
Total Part-time	81	67	135
Total	134	114	235

This table excludes library staff.

BFA FACULTY BY DEPARTMENT

	Full-time	Part-time 01	Part-time 03	FTE
Animation	2	1	3	4.43
Architectural Design	4	0	4	5.3
Art Education	6	2	0	7.32
Fashion Design	6	0	6	9.3
Film/Video	5	0	4	6.7
Fine Arts 2D	9	0	14	15
Fine Arts 3D	10	2	20	19.49
Graphic Design	7	1	5	8.99
History of Art	7	0	8	9.75
Illustration	5	0	13	12
Industrial Design	3	2	4	5.82
Liberal Arts	13	0	19	22.25
Photography	5	1	7	8.83
Studio for Interrelated Media	3	1	3	4.66
Studio Foundation	11	3	26	27.15
Total Faculty	96	13	136	166.99

FINANCES AND FINANCIAL AID 2010

CORE REVENUES FISCAL YEAR 2010

		Percent of total core revenues	Core revenues per FTE enrollment
Tuition and fees	$20,304,406	43%	$10,244
Government appropriations	$16,422,595	35%	$8,286
Government grants and contracts	$5,725,276	12%	$2,889
Investment income	$101,166	0%	$51
Other core revenues	$4,246,263	9%	$2,142
Total core revenues	$46,799,706	100%	$23,612
Total revenues	$52,300,263		

Core revenues include tuition and fees; government appropriations (federal, state, and local); government grants and contracts; private gifts, grants, and contracts; investment income; other operating and nonoperating sources; and other revenues and additions. Core revenues exclude revenues from auxiliary enterprises (e.g., bookstores, dormitories), hospitals, and independent operations. MassArt Foundation revenue from private gifts and grants is included in the Other Core Revenues category.

UNDERGRADUATE TUITION AND FEE HISTORY

AY	2006	2007	2008	2009	2010
In State	$7,200	$7,450	$7,900	$8,400	$9,000
Out of State	$20,600	$21,900	$23,000	$24,400	$25,400
New England	$11,600	$13,000	$14,000	$14,900	$15,700

CORE EXPENSES FISCAL YEAR 2010

		Percent of total core expenses	Core expenses per FTE enrollment
Instruction	$18,332,981	43%	$9,250
Research	$0	0%	$0
Public service	$820,233	2%	$414
Academic support	$5,053,928	12%	$2,550
Institutional support	$6,968,492	16%	$3,516
Student services	$3,795,793	9%	$1,915
Other core expenses	$8,162,587	19%	$4,118
Total core expenses	$43,134,014	100%	$21,763
Total expenses	$48,638,239		$24,540

Core expenses include expenses for instruction, research, public service, academic support, institutional support, student services, operation and maintenance of plant, depreciation, scholarships and fellowships expenses, other expenses, and nonoperating expenses.

UNDERGRADUATE FINANCIAL AID ACADEMIC YEAR 2010-2011

	First-time Full-time	All Full-time
# of degree seeking students	338	1,645
% of students who applied for financial aid	84%	75%
% with any financial aid	83%	74%
% with need-based aid	71%	63%
% with grant aid	56%	46%
% with Pell grants	30%	33%
Average financial aid package	$10,893	$10,923
Average need-based grants/scholarships award*	$7,983	$6,905
Average loan package	$5,654	$6,893

*some merit based aid was awarded to meet need and is included in this category.

ENDOWMENT AND FUNDRAISING FISCAL YEAR 2010

COMPREHENSIVE CAMPAIGN

The college announced the public phase of its $140 million transformational comprehensive campaign in April 2010. The campaign is designed to increase MassArt's endowment, support programs and awards for students, faculty, and staff, and construct and renovate buildings. Presently, the college has raised 87% of its overall goal. State funding will comprise $102,400,000 of the total raised and private fundraising will comprise $38,320,000. It is estimated that all private fundraising will be completed by 2013. As of 12/31/2010, over $122 million has been raised. This includes over $19 million in private funds.

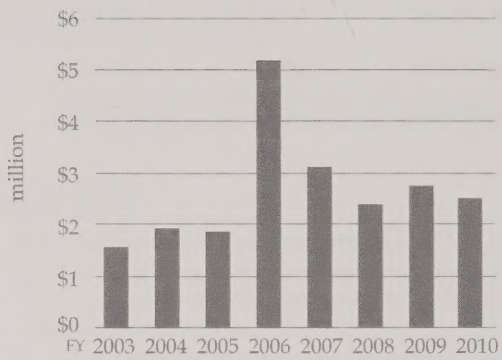
FOUNDATION FUND-RAISING

Since 2002, fund-raising has increased from just under $2 million in FY 2005 to nearly $2.5 million in FY 2010. Fund-raising amounts in the chart to the right include both annual giving, campaign contributions, events, and grants.

Fund-raising and investment activity have more than doubled total MassArt Foundation assets from $5.2 million in 2005 to $11.0 million in 2010.

The alumni giving rate in FY 10 was 12.1%, up from 10.7% in FY 09.

FUND-RAISING RESULTS



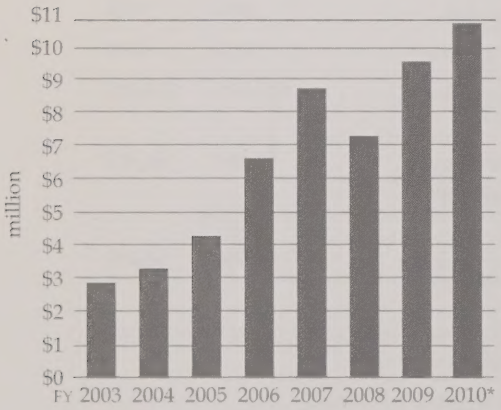
FY 2006 includes a one-time alumni bequest of $1.7 million.

ENDOWMENT

Since FY 2003, MassArt's endowment has tripled in size, from about $2.9 million in June of 2003, to over $10.5 million in June of 2010. The total endowment per FTE student is about $5,528 as of the end of FY 2009.

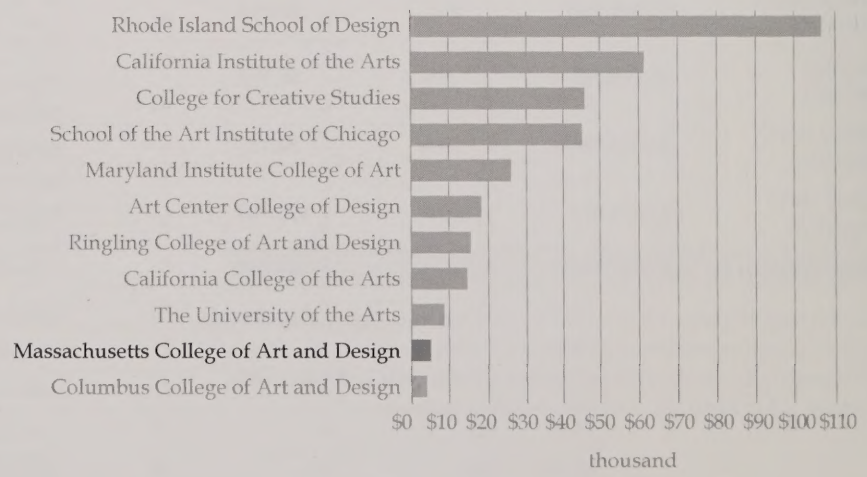
Average endowment per FTE for our peers is $34,953 MassArt's total endowment is the smallest of our peer group.

ENDOWMENT AND RELATED INVESTMENTS



*permanently and temporarily restricted funds

ENDOWMENT PER FTE COMPARED TO AICAD PEERS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$0 $10 $20 $30 $40 $50 $60 $70 $80 $90 $100 $110
thousand

Institutional Research kathy.keenan@massart.edu 617 879 7065